

EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|--------------------|------------------|---------|---------------------|
| L1 | 4 | ("6466970" "5897622" "6029141" "6247047").pn. | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L2 | 14 | (URL or hyperlink\$2 or link\$1) near5 (append\$5 or embedd\$5) near6 media near2 type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L3 | 18 | (creat\$5 or render\$5 or generat\$5 or retriev\$5) near5 (document\$1 or web adj page\$1) near5 (plurality or many or different or distinct) near5 media near2 type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L4 | 0 | (hyperlink\$1 or URL \$1) near5 (media near2 type\$1) same disseminat\$5 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L5 | 533 | (hyperlink\$1 or URL \$1) same disseminat \$5 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L6 | 6 | (hyperlink\$1 or URL \$1) near5 (type\$1) same disseminat\$5 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L7 | 60 | (hyperlink\$1 or URL \$1) near6 media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L8 | 5 | URL near5 market\$5 near2 code | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L9 | 0 | (different or distinct or modif\$5) near5 (web adj page\$1) near5 request\$5 near5 media adj type \$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |

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|-----|---------|--|-----------------|----|-----|------------------|
| L10 | 6 | (different or distinct or modif\$5) near5 (web adj page\$1) near5 media adj type \$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L11 | 0 | (catalog) near5 (web adj page\$1) near5 media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L12 | 2221242 | (catalog) near5 (web adj page\$1) n | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L13 | 664 | (catalog) near5 (web adj page\$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L14 | 51 | (catalog or newspaper or book) near9 URL near5 (web adj page\$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L15 | 1 | "6122648".pn. | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L16 | 679 | request\$5 near5 media near2 type | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L17 | 11 | request\$5 near5 media near2 type near10 URL | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L18 | 15 | (catalog or newspaper or book) near9 embedded near5 URL\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L19 | 7 | URL near6 market\$3 near1 code\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L20 | 5 | (chang\$5 or generat \$5 or creat\$3) near6 (web adj page\$1) near5 based near5 media | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L21 | 171 | (hyperlink\$1 or URL \$1) near5 (media near2 type\$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L22 | 2 | (hyperlink\$1 or URL \$1) near5 (media near2 type\$1) near10 (disseminat \$5 or market\$3) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L23 | 2 | (hyperlink\$1 or URL \$1) near6 (embedd \$5) near6 ((media or content) near2 type \$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |

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|-----|-----|--|-----------------|----|-----|------------------|
| L24 | 0 | (hyperlink\$1 or URL \$1) near3 ISPID | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L25 | 0 | (hyperlink\$1 or URL \$1) near6 ISPID | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L26 | 20 | (hyperlink\$1 or URL \$1) near6 product adj identifier | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L27 | 408 | URL\$1 same media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L28 | 232 | URL\$1 same (append \$5 or includ\$5 or embedd\$5) same media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L29 | 9 | URL\$1 near10 (append\$5 or includ \$5 or embedd\$5) near10 media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L30 | 0 | survey near5 location near5 URL \$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L31 | 4 | survey near5 location near5 URL \$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L32 | 2 | embedded near2 (hyperlink\$1 or URL \$1) near5 media near2 type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L33 | 17 | (determin\$5 or recogniz\$5 or stor \$3) near2 (hyperlink \$1 or URL\$1) near5 media near2 type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L34 | 43 | market\$5 same URL \$1 near5 media | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L35 | 0 | market\$5 same URL \$1 near5 media near6 embedd\$5 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L36 | 43 | market\$5 same URL \$1 near5 media | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L37 | 792 | URL\$1 same media near1 (type\$1 or identifier or code\$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L38 | 91 | URL\$1 near10 media adj (type\$1 or identifier or code\$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |

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| L39 | 36 | URL\$1 near10 media adj (type\$1 or identifier or code\$1) and (surve\$5 or market\$5) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L40 | 0 | "6122648".pn. and media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L41 | 0 | "6122648".pn. and media near2 type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L42 | 1 | "6122648".pn. and market\$3 near2 (source or material) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L43 | 1 | "6122648".pn. and market\$3 near2 (source\$1 or material \$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L44 | 2740189 | (effectiv\$5) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L45 | 0 | (effectiv\$5 or tracking) near5 different near6 marketing near5 material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L46 | 98 | (effectiv\$5 or tracking) near6 marketing near5 material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L47 | 72 | (effectiv\$5 or tracking) near6 marketing near1 material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L48 | 35 | (effectiv\$5 or tracking) near6 marketing adj material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L49 | 60 | (effectiv\$5) near8 marketing near1 material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L50 | 37 | benefit\$2 near8 marketing near1 material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L51 | 143 | market\$5 adj code \$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L52 | 13 | market\$5 adj code \$1 same material\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |

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|-----|-------|--|--------------------|----|-----|---------------------|
| L53 | 7 | (effectiv\$5) near8 marketing near1 source | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L54 | 71 | determin\$5 near8 marketing near1 (source\$1 or material \$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L55 | 2 | embedd\$5 near5 sale \$1 near5 agent | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L56 | 11211 | web adj page\$1 near5 generat\$5 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L57 | 0 | web adj page\$1 near5 generat\$5 near6 reference\$5 near5 (sale\$1 near4 agent\$2) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L58 | 23 | web adj page\$1 near5 sale\$1 near2 agent | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L59 | 1916 | tobin.in. | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L60 | 0 | tobin.in. and cobranding | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L61 | 53 | tobin.in. and brand | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L62 | 29 | tobin.in. and brand | US-PGPUB | OR | OFF | 2009/06/15 13:16 |
| L63 | 3056 | 715/234,205-208. ccls. | US-PGPUB | OR | OFF | 2009/06/15 13:16 |
| L64 | 6475 | 715/234,205-208. ccls. | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L65 | 16592 | 705/1,14.ccls. | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L66 | 4 | 705/14.ccls. and marketing adj code \$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L67 | 0 | 705/14.ccls. and marketing adj code \$1 same media adj type\$1 | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L68 | 1 | "6029141".pn. and source | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L69 | 1 | "6122648".pn. and (type\$1 and medium \$1) | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |

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| L70 | 15 | (US-20020072968-\$ or US-20020082919-\$ or US-20010042089-\$ or US-20010007991-\$). did. or (US-6061696-\$ or US-6466970-\$ or US-6334111-\$ or US-6401075-\$ or US-5812769-\$ or US-6247047-\$ or US-6029141-\$ or US-5897622-\$ or US-6502076-\$ or US-5227874-\$ or US-6317790-\$).did. | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L71 | 0 | L70 and mls | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |
| L72 | 1 | ("5235680").pn. and mls | US-PGPUB; USPAT | OR | OFF | 2009/06/15 13:16 |

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